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*Jennifer D. Gaines*  
Jennifer Gaines

**PATENT**  
Atty. Docket No. 10007924-1

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of:

JEROLD SHAN

Serial No.: 09/852,611

Filed: May 9, 2001

For: AN ON-LINE SHOPPING CONVERSION  
SIMULATION MODULE

Group Art Unit: 3621

Examiner: Reagan, James A.

Conf. No.: 4891

**AMENDMENT/RESPONSE TO OFFICE ACTION**

Mail Stop RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

This Amendment/Response responds to the Office Action dated August 2, 2005, finally rejecting all claims in the application. A Request for Continued Examination is filed concurrently herewith.